

### Personal Service Bureau

Such services as guiding customers through the store, assisting when desired in the purchase of goods, particularly a trousseau, mourning apparel, travelling requisites, articles for the home, or general needs for use in other climates—also interpreting foreign languages—will be performed without charge by the Personal Service and Guide Bureau, Fifth Floor.

## Neckwear and Handkerchiefs

Street Floor

### Neckwear Blouse Guimpes & Fichus

White and cream net, shadow lace and organdy. Medici, Gladstone and round collar.

\$1.00, \$1.50, \$1.75 and \$2.65—Usually to \$3.50

### Collar & Cuff Sets

Of sheer organdie, hand-embroidered and lace edge.

\$1.75 per set—Usually \$2.25

### Blouse Guimpes & Fichus

Of net and lace—50c each—Usually 75c

### Pleatings of Shadow Lace

White and cream—50c per yd.—Usually to \$1.00

## Handkerchiefs

Imported all linen hand-embroidered corners, white and dainty floral designs in colors.

35c each—Usually 50c to 75c

Imported all linen and Shamrock, embroidered corner effects.

10c and 18c each—Usually to 25c

Imported hand-embroidered all linen glove handkerchiefs.

18c each—Usually 25c

Imported all linen hand-embroidered initial Armen an lace edge.

90c per 1/2 dozen—Usually \$1.50

## Trunks, Bags and Suit Cases

Fourth floor

**The Lord & Taylor Wardrobe Trunks.** Made of five ply construction. Usually \$60.00 **\$40.00**

3-ply veneer box, covered inside and outside with hard fibre, solid steel trimmings, brass plated. All riveted No. 2 Yale lock, two double nailed fibre centre bands and four malleable steel riveted hinges. The interior has a beautiful Keratol lining, raised top, giving easy access to garments. Extension rods give 30 inches space to spread garments when trunk is open. Simple and strong compressor, doing away with straps and allowing board. Latest improvement in hinges and drawers.

**Russet & Brown Cowhide Club Bags.** Of three-piece construction, sewn corners and leather lined; inside pocket. Sizes 16, 17 and 18 inches. Usually \$6.00 **\$5.50**

**"Indestructo" Club Bags.** Made of three pieces, built on English frame with heavy soft cowhide leather and all hand sewn. Veneered bottom to prevent bag from getting out of shape. Leather lined, with three inside pockets made of russet, brown and seal grain cowhide. Sizes 16 to 18 inches. Usually \$13.50 **\$8.75**

**Suit Cases.** Of heavy cowhide, russet and brown, all hand-sewn, including corners, linen lined, with shirt fold pocket. Sizes 24 and 26 inches. Usually \$12.50 **\$7.50**

**"Indestructo" Cowhide Suit Cases.** Made of russet, brown, black and black grain leather, solid flat rivets on corners, and hand-sewn edges, straps or catches, linen lined, with shirt fold pocket inside. Sizes 24 and 26 inches. Usually \$7.50 **\$5.00**

## Women's Spring Suits & Coats

Third Floor

A comprehensive showing of Fashion's Latest Styles and Materials identical with those being exhibited by the best Paris dressmakers.

**Fancy Tailored Suits—Reproductions of Smart Foreign Models**

A magnificent assortment of plain and moired chiffon taffetas, silk faille, bengaline, moire silk, eolienne silk, crepe-de-chine, satin charmeuse, silk and wool crepe, wool crepe poplin, men's wear serges, crepe cloth, barathe cloth and imported gabardines. Prices range from

**\$60.00 to \$165.00**

### Fancy Tailored Suits

The season's smartest models in all the fashionable materials.

**20 Attractive Models 30 Distinctive Styles**  
\$25.00 & \$29.50 \$35.00 & \$39.50  
Usually \$39.50 and \$45.00 Usually \$50.00 to \$60.00

### A Large Selection of Models

Copies of the Best Foreign Styles

Of aile silk, chiffon taffeta wool crepes men's wear serges, imported gabardines, crepe poplin and shepherd checks.

**\$45.00 and \$65.00**

Usually \$65.00 to \$85.00

### Women's Separate Skirts

of serges, wool crepe, wool crepe poplin, shepherd checks, taffetas, satin charmeuse, moire silk and canton crepe.

**\$5.00 to \$25.00**

# Lord & Taylor

Fifth Avenue, 38th Street, 39th Street.

## Representative Displays of

### Women's Fur Coats Muffs & Scarfs

At Greatly Reduced Prices

Third Floor

### Muffs and Scarfs

	Sale Price	Usually
Natural Skunk Muffs.	\$33.50	\$47.50
Natural Skunk Scarfs.	\$17.50	\$24.50
Natural Raccoon Muffs.	\$18.50	\$25.00
Natural Raccoon Scarfs.	\$13.50	\$18.50
Black Lynx Muffs.	\$36.50	\$47.50
Black Lynx Scarfs.	\$33.50	\$42.50
Silver Kitt Fox Muffs.	\$38.50	\$52.50
Silver Kitt Fox Scarfs.	\$22.50	\$28.50
Black Fox Muffs.	\$17.50	\$22.50
Black Fox Scarfs.	\$15.00	\$20.00

### Fur Coats

Black Russian Pony Coats.	\$28.50	\$42.50
Seal Dyed Coney Coats.	\$48.50	\$62.50
Caracul Coats.	\$52.50	\$72.50
Seal Dyed Muskrat Coats.	\$85.00	\$135.00
Persian Lamb Coats.	\$165.00	\$225.00

### Extraordinary Offerings of New Upholsteries, Portieres and Curtains

Fifth Floor

Damasks

\$1.50, \$1.65, \$2.25, \$2.75 & \$3.50  
Usually \$3.50 to \$7.00 per yard.

Silk Velours

In a large range of colors,

\$3.75 & \$4.75

Usually \$7.00 and \$9.00 per yard.

Cotton Tapestries

In an exceptional assortment of designs and colorings.

95c, \$1.35, \$1.50, \$1.75 & \$2.00

Usually \$1.75 to \$4.50 per yard

Wool Tapestries

\$2.25, \$2.75, \$3.25 & \$4.25

Usually \$4.00 to \$7.50 per yard.

### Velour Portieres

In a most unusual assortment of styles and colors. They have been made to order in our own work-rooms in a special way with open edges.

Velour Portieres—Usually \$22.00 **\$12.50**

Velour Portieres—Usually \$28.00 **\$14.50**

Velour Portieres—Usually \$28.00 **\$15.00**

Striped Velour Portieres—Usually \$32.00 **\$16.75**

**500 Pairs Marie Antoinette Curtains**  
(Newly Imported)

in a splendid variety of patterns

\$4.75 & \$6.50

Usually \$8.00 and \$11.75

### Splendid Showing of Laces

Street Floor

Real Limerick Laces & Flouncings

9 to 24 inches wide

\$4.95 to \$29.95 per yard—Usually \$6.00 to \$40.00

Real Carrickmacross Laces & Flouncings

9 to 24 inches wide

\$2.95 to \$19.50 per yard—Usually \$4.00 to \$25.00

Real Limerick & Carrickmacross Bridal Veils

\$32.00 to \$175.00—Usually \$50.00 to \$200.00

Real Point Applique Lace Bridal Veils

Some with real point medallions

\$35.00 to \$85.00—Usually \$50.00 to \$100.00

Princesses Lace Bridal Veils

\$17.00 to \$29.00—Usually \$25.00 to \$35.00

Real Rose Point Laces

3 to 6 inches wide

\$8.95 to \$32.00 per yard—Usually \$12.00 to \$40.00

Real Duchesse Lace Flouncings

18 inches wide

\$29.95 per yard—Usually \$40.00

Real Bayeux Laces

2 1/2 to 5 inches wide

\$1.10 to \$2.95 per yard—Usually \$2.00 to \$3.50

Real Valenciennes Laces & Insertions

1 1/2 to 2 inches wide

28c to \$2.95 per yard—Usually 50c to \$4.00

Real Cluny Laces & Insertions

3/4 to 3 inches wide—15c to 45c per yard

Silk, Shadow, Alencon & Silk

& Metal Run Laces & Flouncings

white and cream, 6 to 24 inches wide

50c to \$5.95 per yard—Usually 75c to \$8.00

Embroidered Net Margot, L'Angeline & Two

Toned Laces

All the new colorings, 6 to 24 inches wide

60c to \$3.95 per yard

Shadow Lace Alouvers & Flouncings

white and cream, all desirable widths

15c to \$1.95 per yard—Usually 25c to \$3.00

### Cotton Dress Fabrics

Special Offerings

Second Floor

**Black and White Ratine**

40 to 45 inches wide, in a variety of

checks, plaids and striped designs

Usually \$1.75 and \$2.00 per yard **\$1.25**

**French Cotton Ratine**

46 to 47 inches wide, a full range of colors

Usually 95c per yard **68c**

**French Tosca Crepe**

40 inches wide, in an extensive line of new

shades. Usually 75c per yard **55c**

**White French Crepe**

40 inches wide, fine, crisp and sheer

Usually 65c per yard **35c**

**White Voile**

40 inches wide, made in England

Usually 50c per yard **28c**

**Sheer Fancy White Goods**

38 to 40 inches wide. Usually 50c per yard **25c**

**Lining Satins**

36 inches wide, a full range of all the

new colors. Usually 85c per yard **68c**

### Ask Mr. Foster

Information regarding routes, transportation lines, rates and expenses of trips to any part of the world will be furnished without charge in this bureau on the Fifth Floor. Tickets will be secured for customers on request.

## The Greatest Assortment

ever presented is now on display

This first sale to be held in the new store presented are unparalleled in the annals of the

In our regular stock will be found the choicest

The famous Italian linens formerly sold by

by us—and can only be procured at this store

Table Cloths & Napkins

At a Special Reduction of 1/3 to 1/2

Table Cloths

\$1.75 to \$17.50—Usually \$2.75 to \$35.00

Napkins

\$1.88 to \$15.88 dozen—Usually \$3 to \$31.25

Towels

All pure linen, reduced as follows:

\$2.95, \$4.50 & \$6.85 per dozen

Usually \$4.50, \$6.00 and \$10.50

Irish Hand Embroidered & Scalloped Linen

Tea, Luncheon Cloth & Napkins

At Half Usual Prices

Cloths

\$4.00 to \$12.50 each—Usually \$8 to \$25.00

Napkins

\$6.38 to \$8.38 dozen—Usually \$12.75 to \$16.75

Linen Sheets and Pillow Cases.

Sheets

\$5.00 & \$7.50 per pair—Usually \$7.50 to \$11.50

## Oriental Rugs, Doilies

A magnificent showing

from the most noted

### Oriental Rugs

Mosul or Kurdistan Rugs

Average size 4 x 7 feet

**\$19.50—Usually \$35.00**

Room Size Oriental Rugs

**\$165.00—Usually \$300.00**

Oriental Hall Runners

**\$55.00—Usually \$90.00**

Domestic Rugs

A complete assortment of the best grades

of Wiltons, Axminsters, Body Brussels, Ax

Squares, Bungalow and Chintz Rugs, as

Grass Rugs in a great variety.

Axminster Rugs

Standard, one piece, extra quality

Size 9 x 12 feet

**\$22.50**

Usually \$35.00

## Furniture, Beds

Furniture from medium to highest grades, for Dining

**Mahogany Dining Room Suite**

10 pieces... Usually \$600.00 **\$425.00**

**Sheraton Inlaid Mahogany Suite**

10 pieces... Usually \$450.00 **\$300.00**



One of Adam's richest designs. 6 Chairs of solid mahogany and upholstered in brown Spanish leather. Buffet 72 inches long. China Cabinet 48 inches wide with two mirror backs and one glass shelf. Server 44 inches long. Dining Table 54-inch top, 8-foot extension.



Buffet 66 inches long. Table 50-inch top, 8-foot extension. Two styles of chairs to select from. China Cabinet has one mirror back ornament with diamond grill work.